

AIR VISITOR CHARACTERISTICS BY PURPOSE OF TRIP

HONEYMOON AND GET MARRIED VISITOR

*MEETING, CONVENTION AND INCENTIVE
VISITOR*

VISITING FRIENDS AND RELATIVES



AIR VISITOR CHARACTERISTICS BY PURPOSE OF TRIP

HONEYMOON/GET MARRIED: The number of those who arrived by air to get married and/or honeymoon in Hawaii during 2002 climbed 39.3 percent to 696,298 visitors. This group comprised 10.9 percent of total air visitors to the islands. The majority (61.0%) arrived from international points of origin while the remainder came on domestic flights. All islands experienced growth in the number of honeymooners and those who got married in the islands during the year. Close to 65 percent were first-time visitors to the state. The majority purchased group or packaged tours while only 23.5 percent traveled as true independents (TABLE 27).

Oahu hosted 78.3 percent of all honeymooners and those who came to get married in Hawaii. Close to 32 percent visited Maui, 16.1 percent visited Kauai, 14.4 percent visited the Big Island, 1.2 percent went to Lanai and 1.0 percent went to Molokai. The average length of stay by this group in the state was 7.64 days. They spent the most time on Maui (5.88 days), followed by Oahu (5.62 days), Kauai (5.16 days), the Big Island (4.63 days), Lanai (4.19 days) and Molokai (4.01 days). Nearly 88 percent stayed in hotels while 8.5 percent chose condominiums.

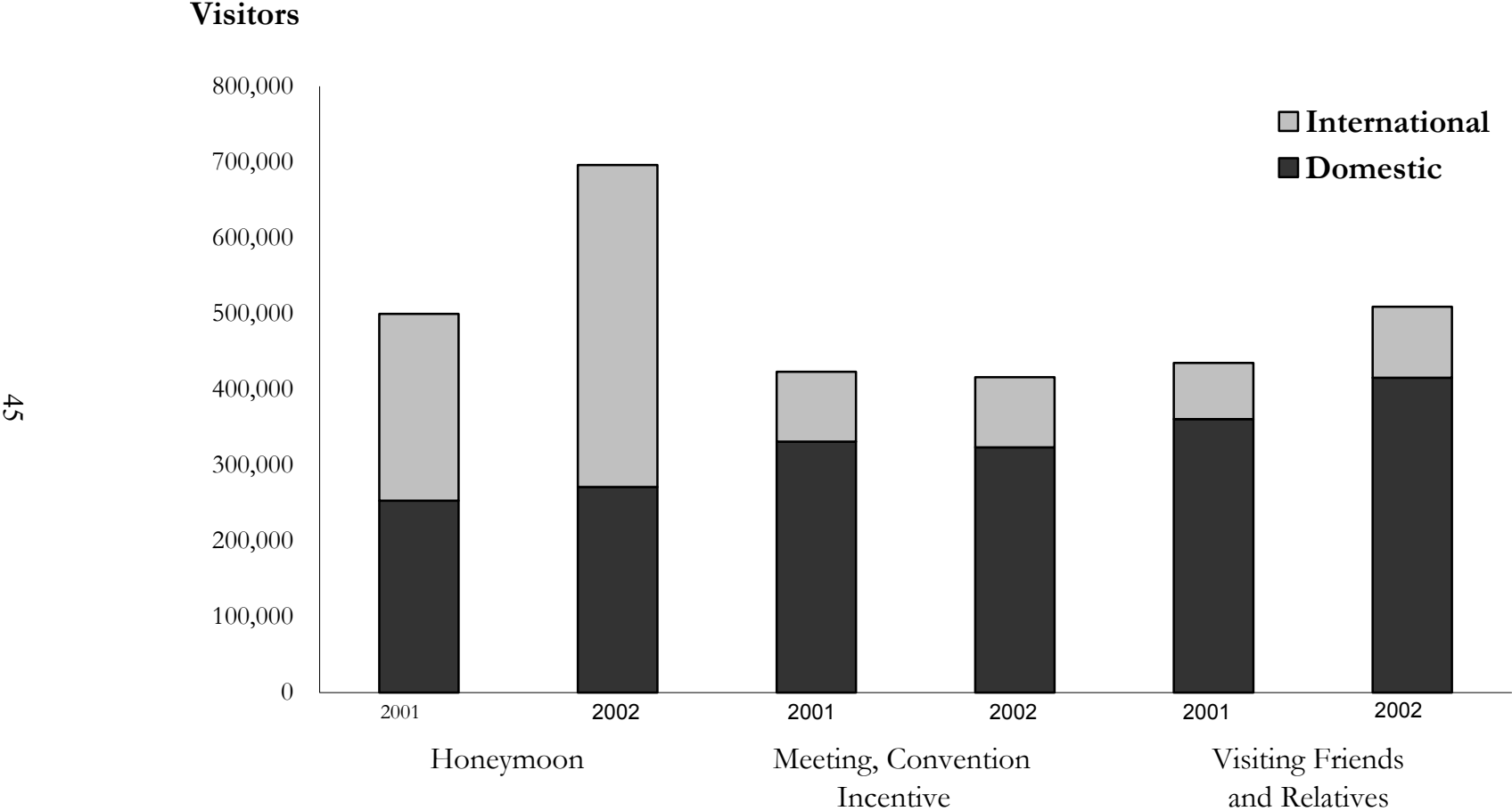
MEETING, CONVENTION AND INCENTIVE (MCI): A total of 416,236 visitors came to the islands by air for meetings, conventions and incentives, down 1.7 percent from the previous year. MCI travelers accounted for 6.5 percent of total air visitors in 2002. The majority arrived on domestic flights while 22.2 percent came from foreign destinations. About 63 percent were repeat visitors. More than half (55.0%) came as true independents, while the remainder purchased either group or package tour accommodations (TABLE 28).

MCI visitors stayed an average of 8.33 days in Hawaii. They spent the most time on Maui (6.78 days), followed by the Big Island (6.57 days), Oahu (6.43 days), Kauai (6.02 days), Molokai (4.80 days) and Lanai (4.41 days). Hotels remained the most popular choice for lodging, accommodating close to 90% of all MCI travelers during their stay.

VISITING FRIENDS AND RELATIVES: Those in Hawaii to see friends or relatives (+17.1%) increased to 509,413 visitors and comprised 8.0 percent of all visitors who came by air in 2002. Nearly 82 percent arrived from the U.S. mainland while 18.4 percent came from foreign countries. The majority (77.2%) has been to Hawaii before and 82.5 percent were independent travelers. About 74 percent of this group of visitors went to Oahu, 21.2 percent visited Maui and 18.7 percent visited the Big Island (TABLE 29).

The average length of stay for this group of visitors was 12.64 days, longer than the average 9.40 days for all air visitors to the state. Visitors here to see friends and family spent the most time on Oahu (10.67 days), followed by the Big Island (9.20 days) and Maui (8.77 days), Kauai (8.55 days), Lanai (5.74 days) and Molokai (5.65 days). Close to 61 percent of this group of visitors stayed with their friends and relatives, 30.8 percent stayed in hotels and 9.7 percent stayed in condominiums.

FIGURE 7: 2002 Visitor Arrivals by Purpose of Trip



Source: DBEDT

TABLE 27: Honeymoon / Get Married Visitor Characteristics: 2002 vs. 2001
(Arrivals by air)

HONEYMOON / GET MARRIED	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	5,320,917	3,932,128	35.3%	2,834,585	2,416,483	17.3%	2,486,332	1,515,645	64.0%
Total Visitors	696,298	499,778	39.3%	271,461	253,253	7.2%	424,837	246,525	72.3%
PARTY SIZE									
One	38,464	43,310	-11.2%	28,527	29,935	-4.7%	9,937	13,375	-25.7%
Two	369,702	332,518	11.2%	210,226	186,563	12.7%	159,476	145,954	9.3%
Three or more	288,132	123,950	132.5%	32,707	36,755	-11.0%	255,424	87,195	192.9%
Avg Party Size	2.39	2.16	10.6%	1.92	1.91	0.5%	2.69	2.42	11.4%
VISIT STATUS									
First-Time	454,162	335,731	35.3%	171,265	161,560	6.0%	282,897	174,171	62.4%
Repeat	242,136	164,047	47.6%	100,196	91,693	9.3%	141,940	72,354	96.2%
Average # of Trips	3.06	2.16	41.8%	2.39	2.48	-3.9%	3.50	1.83	91.2%
TRAVEL METHOD									
Group Tour	161,730	88,687	82.4%	10,886	11,861	-8.2%	150,844	76,826	96.3%
Package	524,402	209,292	150.6%	145,880	132,465	10.1%	378,522	76,826	392.7%
Group Tour & Pkg	153,849	84,935	81.1%	8,631	9,386	-8.1%	145,219	75,549	92.2%
True Independent	164,015	286,734	-42.8%	123,325	118,313	4.2%	40,690	168,421	-75.8%
ISLANDS VISITED									
Oahu	545,015	368,516	47.9%	135,230	131,391	2.9%	409,785	237,125	72.8%
Maui County	219,464	184,687	18.8%	153,923	138,347	11.3%	65,541	46,340	41.4%
...Maui	213,511	179,992	18.6%	151,266	135,758	11.4%	62,245	44,234	40.7%
...Molokai	7,148	5,871	21.8%	3,766	3,053	23.4%	3,381	2,817	20.0%
...Lanai	8,039	7,624	5.4%	6,067	6,007	1.0%	1,972	1,618	21.9%
Kauai	112,035	91,656	22.2%	82,889	75,701	9.5%	29,147	15,955	82.7%
Big Island	100,091	74,985	33.5%	48,485	42,818	13.2%	51,606	32,167	60.4%
...Hilo	33,544	20,762	61.6%	17,783	13,497	31.8%	15,761	7,264	117.0%
...Kona	85,129	66,116	28.8%	39,687	37,892	4.7%	45,442	28,224	61.0%
LENGTH OF STAY									
Oahu (days)	5.62	5.57	0.8%	6.65	5.99	11.1%	5.27	5.34	-1.2%
Maui (days)	5.88	5.90	-0.3%	6.85	6.58	4.2%	3.52	3.84	-8.2%
Molokai (days)	4.01	3.04	31.8%	5.30	3.79	39.7%	2.57	2.22	15.7%
Lanai (days)	4.19	4.63	-9.6%	4.57	5.30	-13.7%	3.00	2.14	40.4%
Kauai (days)	5.16	5.32	-2.9%	6.25	5.91	5.7%	2.07	2.50	-17.0%
Big Island (days)	4.63	4.62	0.2%	6.03	5.65	6.7%	3.32	3.25	2.0%
...Hilo (days)	2.68	3.39	-21.1%	3.69	3.42	7.9%	1.54	3.34	-54.0%
...Kona (days)	4.38	4.20	4.3%	5.72	5.17	10.5%	3.22	2.90	11.1%
Statewide (days)	7.64	7.87	-2.9%	10.44	9.54	9.4%	5.85	6.15	-4.8%
ACCOMMODATIONS									
Hotel	611,984	429,404	42.5%	206,592	191,128	8.1%	405,391	238,277	70.1%
...Hotel Only	576,706	410,659	40.4%	183,201	175,290	4.5%	393,505	235,370	67.2%
Condo	59,376	43,910	35.2%	40,549	36,999	9.6%	18,827	6,911	172.4%
...Condo Only	41,267	35,330	16.8%	29,415	29,654	-0.8%	11,851	5,675	108.8%
Timeshare	21,393	16,626	28.7%	19,216	14,787	30.0%	2,177	1,839	18.4%
...Timeshare Only	14,259	12,203	16.8%	13,282	11,273	17.8%	977	930	5.0%
Apartment	1,397	2,577	-45.8%	719	2,096	-65.7%	678	481	40.9%
Bed & Breakfast	8,268	7,085	16.7%	6,636	6,334	4.8%	1,633	750	117.5%
Cruise Ship	12,121	5,720	111.9%	9,256	5,282	75.3%	2,864	438	553.4%
Friends or Relatives	12,470	9,359	33.2%	9,457	8,325	13.6%	3,013	1,034	191.3%
PURPOSE OF TRIP									
Pleasure (Net)	696,298	499,778	39.3%	271,461	253,253	7.2%	424,837	246,525	72.3%
...Honeymoon/Get Married (Net)	696,298	499,778	39.3%	271,461	253,253	7.2%	424,837	246,525	72.3%
MC&I (Net)	6,192	1,983	212.2%	2,535	824	207.7%	3,656	1,160	215.3%
.....Convention/Conf.	2,646	1,312	101.7%	1,586	568	179.5%	1,060	744	42.4%
.....Corp. Meetings	1,496	799	87.4%	877	176	397.1%	619	622	-0.5%
.....Incentive	3,799	1,164	226.3%	1,004	171	488.3%	2,795	993	181.3%
Other Business	2,026	1,509	34.3%	1,502	538	179.3%	524	971	-46.0%
Visit Friends/Relatives	6,662	3,263	104.2%	4,833	1,352	257.6%	1,830	1,911	-4.3%
Government/Military	1,697	1,170	45.0%	486	285	70.5%	1,211	885	36.8%
Attend School	1,205	1,064	13.3%	243	59	310.6%	962	1,004	-4.3%

Source: DBEDT

TABLE 28: Meeting, Convention and Incentive Visitor Characteristics: 2002 vs. 2001
(Arrivals by air)

MCI	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	3,469,121	3,408,818	1.8%	2,802,688	2,757,530	1.6%	666,433	651,288	2.3%
Total Visitors	416,236	423,642	-1.7%	323,776	331,360	-2.3%	92,460	92,283	0.2%
PARTY SIZE									
One	115,325	117,637	-2.0%	87,661	91,354	-4.0%	27,664	26,283	5.3%
Two	180,906	193,204	-6.4%	155,024	165,266	-6.2%	25,882	27,938	-7.4%
Three or more	120,005	112,802	6.4%	81,091	74,740	8.5%	38,914	38,062	2.2%
Avg Party Size	1.79	1.77	1.0%	1.74	1.72	1.6%	1.93	1.96	-1.1%
VISIT STATUS									
First-Time	152,773	164,039	-6.9%	108,389	116,202	-6.7%	44,384	47,837	-7.2%
Repeat	263,463	259,604	1.5%	215,388	215,158	0.1%	48,075	44,446	8.2%
Average # of Trips	4.18	3.96	5.5%	4.28	4.27	0.2%	3.84	2.85	34.8%
TRAVEL METHOD									
Group Tour	114,008	120,507	-5.4%	68,045	73,136	-7.0%	45,963	47,371	-3.0%
Package	163,585	161,047	1.6%	110,846	113,676	-2.5%	52,739	47,371	11.3%
Group Tour & Pkg	90,470	96,125	-5.9%	51,120	55,000	-7.1%	39,350	41,126	-4.3%
True Independent	229,114	238,214	-3.8%	196,007	199,547	-1.8%	33,107	38,667	-14.4%
ISLANDS VISITED									
Oahu	243,528	229,249	6.2%	167,360	157,717	6.1%	76,169	71,531	6.5%
Maui County	141,072	160,155	-11.9%	120,526	134,395	-10.3%	20,546	25,760	-20.2%
...Maui	135,333	154,558	-12.4%	116,150	129,830	-10.5%	19,183	24,728	-22.4%
...Molokai	4,148	3,541	17.1%	3,213	2,151	49.4%	935	1,390	-32.7%
...Lanai	8,302	7,736	7.3%	6,538	6,539	0.0%	1,764	1,197	47.3%
Kauai	50,627	54,925	-7.8%	43,504	48,053	-9.5%	7,123	6,872	3.7%
Big Island	97,612	93,845	4.0%	80,045	76,372	4.8%	17,568	17,473	0.5%
...Hilo	24,212	17,420	39.0%	16,653	13,462	23.7%	7,559	3,958	91.0%
...Kona	86,910	84,817	2.5%	71,526	69,521	2.9%	15,384	15,296	0.6%
LENGTH OF STAY									
Oahu (days)	6.43	6.08	5.7%	6.76	6.33	6.9%	5.68	5.54	2.6%
Maui (days)	6.78	6.62	2.4%	6.80	6.73	1.0%	6.64	6.02	10.3%
Molokai (days)	4.80	3.98	20.6%	5.38	5.51	-2.2%	2.81	1.63	72.5%
Lanai (days)	4.41	4.97	-11.3%	4.64	5.16	-10.0%	3.56	3.97	-10.3%
Kauai (days)	6.02	6.12	-1.7%	6.21	6.34	-2.1%	4.88	4.62	5.7%
Big Island (days)	6.57	6.68	-1.6%	6.8	7.02	-2.8%	5.44	5.21	4.5%
...Hilo (days)	3.82	4.68	-18.4%	4.43	4.88	-9.3%	2.47	3.97	-37.9%
...Kona (days)	6.32	6.46	-2.1%	6.60	6.77	-2.4%	5.00	5.05	-1.0%
Statewide (days)	8.33	8.05	3.6%	8.66	8.32	4.0%	7.21	7.06	2.1%
ACCOMMODATIONS									
Hotel	372,830	382,298	-2.5%	290,871	298,266	-2.5%	81,959	84,033	-2.5%
...Hotel Only	344,221	360,765	-4.6%	269,919	280,907	-3.9%	74,302	79,858	-7.0%
Condo	31,894	27,974	14.0%	22,742	23,277	-2.3%	9,153	4,696	94.9%
...Condo Only	14,748	18,252	-19.2%	12,408	14,979	-17.2%	2,341	3,274	-28.5%
Timeshare	8,454	6,205	36.2%	7,012	5,139	36.4%	1,441	1,065	35.3%
...Timeshare Only	3,758	3,396	10.7%	3,455	2,901	19.1%	303	495	-38.8%
Apartment	2,135	3,293	-35.2%	1,068	1,923	-44.5%	1,067	1,369	-22.1%
Bed & Breakfast	6,387	4,626	38.1%	4,890	4,152	17.8%	1,497	475	215.2%
Cruise Ship	4,611	2,422	90.4%	3,815	1,889	101.9%	797	532	49.6%
Friends or Relatives	12,299	10,076	22.1%	9,858	8,667	13.7%	2,442	1,410	73.2%
PURPOSE OF TRIP									
Pleasure (Net)	84,943	41,251	105.9%	61,389	32,394	89.5%	23,555	8,857	165.9%
...Honeymoon/Get Married (Net)	6,192	1,984	212.1%	2,535	824	207.7%	3,656	1,160	215.2%
MC&I (Net)	416,236	423,642	-1.7%	323,777	331,360	-2.3%	92,460	92,283	0.2%
.....Convention/Conf.	254,907	252,284	1.0%	210,206	204,697	2.7%	44,701	47,587	-6.1%
.....Corp. Meetings	80,997	95,082	-14.8%	63,661	76,547	-16.8%	17,335	18,535	-6.5%
.....Incentive	89,707	81,815	9.6%	56,778	53,716	5.7%	32,929	28,100	17.2%
Other Business	8,078	3,982	102.9%	4,759	1,973	141.2%	3,319	2,009	65.2%
Visit Friends/Relatives	8,416	2,889	191.3%	4,742	1,947	143.5%	3,674	942	290.2%
Government/Military	5,369	1,628	229.8%	2,001	912	119.4%	3,368	716	370.2%
Attend School	1,756	1,081	62.5%	385	228	69.0%	1,371	853	60.7%

Source: DBEDT

**TABLE 29: Visiting Friends and Relatives Visitor Characteristics: 2002 vs. 2001
(Arrivals by air)**

Visit Friends and Relatives	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	6,440,096	5,268,559	22.2%	5,368,133	4,580,699	17.2%	1,071,963	687,860	55.8%
Total Visitors	509,413	435,150	17.1%	415,487	361,100	15.1%	93,926	74,050	26.8%
PARTY SIZE									
One	157,965	144,066	9.6%	129,466	111,460	16.2%	28,500	32,607	-12.6%
Two	187,870	162,601	15.5%	154,804	140,740	10.0%	33,066	21,861	51.3%
Three or more	163,578	128,483	27.3%	131,217	108,901	20.5%	32,361	19,582	65.3%
Avg Party Size	1.73	1.69	2.6%	1.72	1.72	0.4%	1.78	1.55	14.5%
VISIT STATUS									
First-Time	116,150	97,915	18.6%	91,608	80,420	13.9%	24,542	17,495	40.3%
Repeat	393,263	337,236	16.6%	323,879	280,680	15.4%	69,384	56,555	22.7%
Average # of Trips	4.62	7.22	-36.0%	4.28	7.51	-43.0%	6.10	5.80	5.2%
TRAVEL METHOD									
Group Tour	18,243	13,286	37.3%	7,055	6,284	12.3%	11,187	7,002	59.8%
Package	82,639	49,464	67.1%	59,239	42,462	39.5%	23,400	7,002	234.2%
Group Tour & Pkg	11,682	9,721	20.2%	4,472	3,994	12.0%	7,211	5,727	25.9%
True Independent	420,214	382,121	10.0%	353,664	316,347	11.8%	66,550	65,773	1.2%
ISLANDS VISITED									
Oahu	378,918	325,742	16.3%	299,670	262,720	14.1%	79,247	63,021	25.7%
Maui County	114,550	91,933	24.6%	95,214	77,746	22.5%	19,336	14,187	36.3%
...Maui	108,146	86,798	24.6%	89,795	73,058	22.9%	18,351	13,740	33.6%
...Molokai	7,099	5,475	29.7%	5,958	4,623	28.9%	1,141	851	34.0%
...Lanai	5,813	4,527	28.4%	5,066	3,702	36.8%	747	825	-9.4%
Kauai	54,580	46,700	16.9%	48,511	41,958	15.6%	6,069	4,743	28.0%
Big Island	95,314	77,416	23.1%	80,359	65,502	22.7%	14,955	11,914	25.5%
...Hilo	45,554	33,577	35.7%	36,101	28,052	28.7%	9,453	5,524	71.1%
...Kona	69,665	57,561	21.0%	58,356	48,212	21.0%	11,309	9,349	21.0%
LENGTH OF STAY									
Oahu (days)	10.67	10.13	5.3%	10.85	10.63	2.0%	9.98	8.01	24.5%
Maui (days)	8.77	8.94	-2.0%	9.14	8.93	2.4%	6.92	9.04	-23.5%
Molokai (days)	5.65	6.04	-6.5%	6.16	6.65	-7.3%	2.98	2.77	7.4%
Lanai (days)	5.74	8.14	-29.6%	6.21	8.46	-26.6%	2.51	6.71	-62.6%
Kauai (days)	8.55	8.66	-1.3%	8.54	8.34	2.5%	8.59	11.53	-25.5%
Big Island (days)	9.20	9.28	-0.8%	9.3	9.87	-5.7%	8.60	6.01	43.0%
...Hilo (days)	6.92	7.45	-7.2%	6.90	8.00	-13.8%	7.01	4.70	49.0%
...Kona (days)	8.06	8.07	0.0%	8.56	8.70	-1.7%	5.51	4.77	15.5%
Statewide (days)	12.64	12.11	4.4%	12.92	12.69	1.9%	11.41	9.29	22.9%
ACCOMMODATIONS									
Hotel	156,912	115,060	36.4%	119,890	86,347	38.8%	37,022	28,713	28.9%
...Hotel Only	107,725	82,551	30.5%	79,734	60,531	31.7%	27,991	22,020	27.1%
Condo	49,467	36,971	33.8%	41,183	32,363	27.3%	8,284	4,608	79.8%
...Condo Only	32,447	27,077	19.8%	27,097	24,251	11.7%	5,350	2,825	89.4%
Timeshare	13,624	9,712	40.3%	12,584	8,251	52.5%	1,040	1,462	-28.8%
...Timeshare Only	6,451	5,191	24.3%	6,220	4,840	28.5%	231	351	-34.1%
Apartment	7,769	12,852	-39.6%	5,879	10,171	-42.2%	1,890	2,681	-29.5%
Bed & Breakfast	6,526	4,920	32.6%	5,395	4,656	15.9%	1,130	264	328.6%
Cruise Ship	7,166	7,592	-5.6%	3,107	1,665	86.7%	4,058	5,928	-31.5%
Friends or Relatives	309,424	269,449	14.8%	263,420	232,588	13.3%	46,004	36,860	24.8%
PURPOSE OF TRIP									
Pleasure (Net)	143,243	67,311	112.8%	116,331	55,504	109.6%	26,912	11,808	127.9%
...Honeymoon/Get Married (Net)	6,662	3,263	104.2%	4,833	1,352	257.6%	1,830	1,911	-4.3%
MC&I (Net)	8,416	2,889	191.3%	4,742	1,947	143.5%	3,674	942	290.2%
.....Convention/Conf.	5,845	2,379	145.7%	2,903	1,441	101.4%	2,943	938	213.7%
.....Corp. Meetings	1,672	806	107.6%	1,347	401	236.2%	325	405	-19.7%
.....Incentive	2,076	631	229.3%	1,025	229	347.1%	1,051	401	162.0%
Other Business	16,455	4,176	294.0%	8,565	3,012	184.3%	7,890	1,164	577.7%
Visit Friends/Relatives	509,413	435,150	17.1%	415,487	361,100	15.1%	93,926	74,050	26.8%
Government/Military	7,081	2,290	209.3%	1,856	1,017	82.6%	5,224	1,273	310.4%
Attend School	3,325	2,805	18.5%	868	463	87.4%	2,457	2,342	4.9%

Source: DBEDT